

***Wise County / Lunchbox276
Food Voucher Program
Project # 20-20-02/UN-COV19***

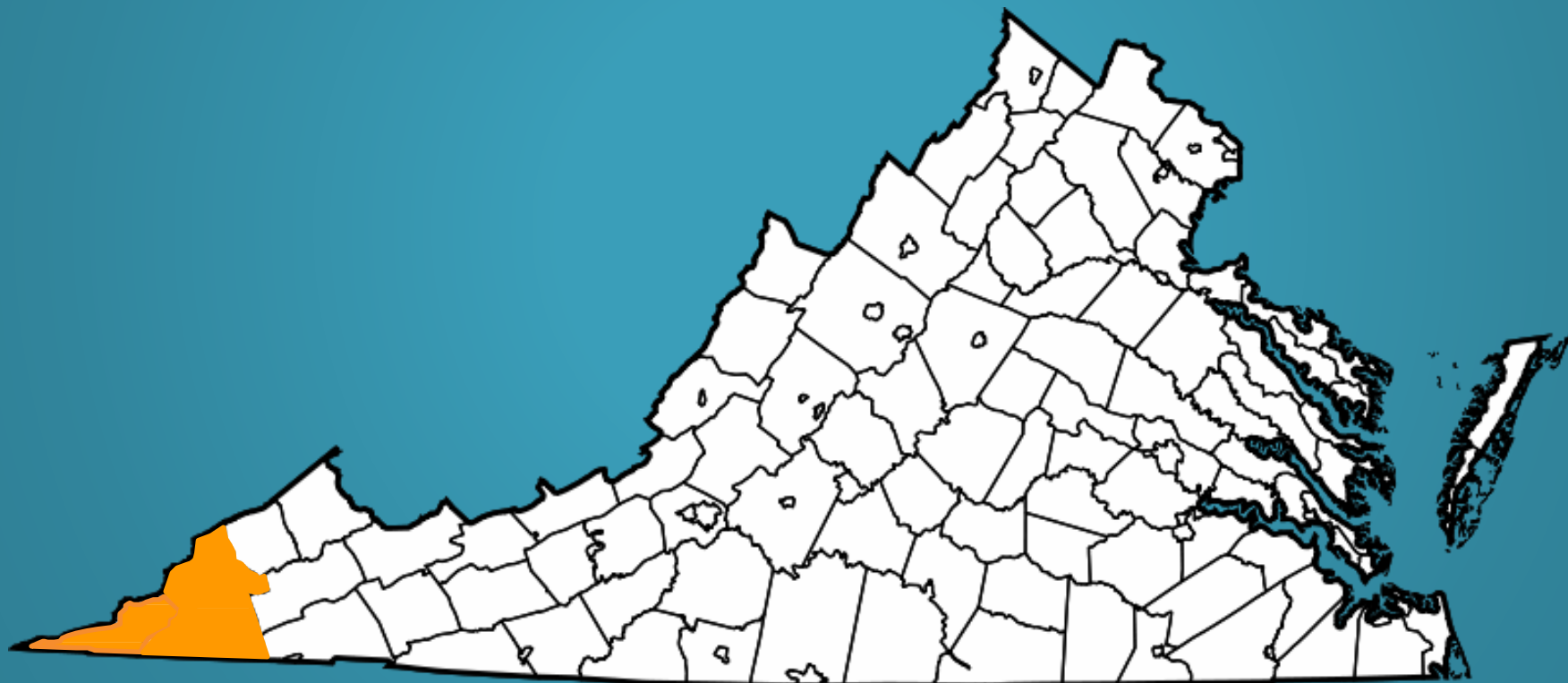
**Mr. Duane Miller
Executive Director
LENOWISCO PDC**

January 26, 2021



LENOWISCO PLANNING DISTRICT COMMISISON

Lee, Scott & Wise Counties & Norton City



COVID-19 and the Immediate Local Impact

Families

- Meals

Locally Owned Restaurants

- Meals



Partnerships Already at Work



Partners: Lunchbox276

Established Non-Profit
Identified Families in Need (LMI)
Existing Distribution Infrastructure

Partners: Wise County, City of Norton, Town of Big Stone Gap

Identified Small Businesses in Distress



Partners: Wise County Chamber of Commerce

Established Business Community Relations
Conduit Between Local Government &
Business Community

Partners: Local Restaurants

22 Locally Owned Small Businesses
Many Already Devoted to Community Service



Pathway to Success

- Early and continual communication and guidance with DHCD
- Identify small, locally owned restaurants to participate
- Establish process for creation, distribution and oversight of program with localities, LB276 and the schools
- Secure MOUs with restaurants, clearly stating process for usage/acceptance of vouchers, picking up by management team and payment as soon as possible



The Golden Ticket

FOOD VOUCHER

\$25 VALUE

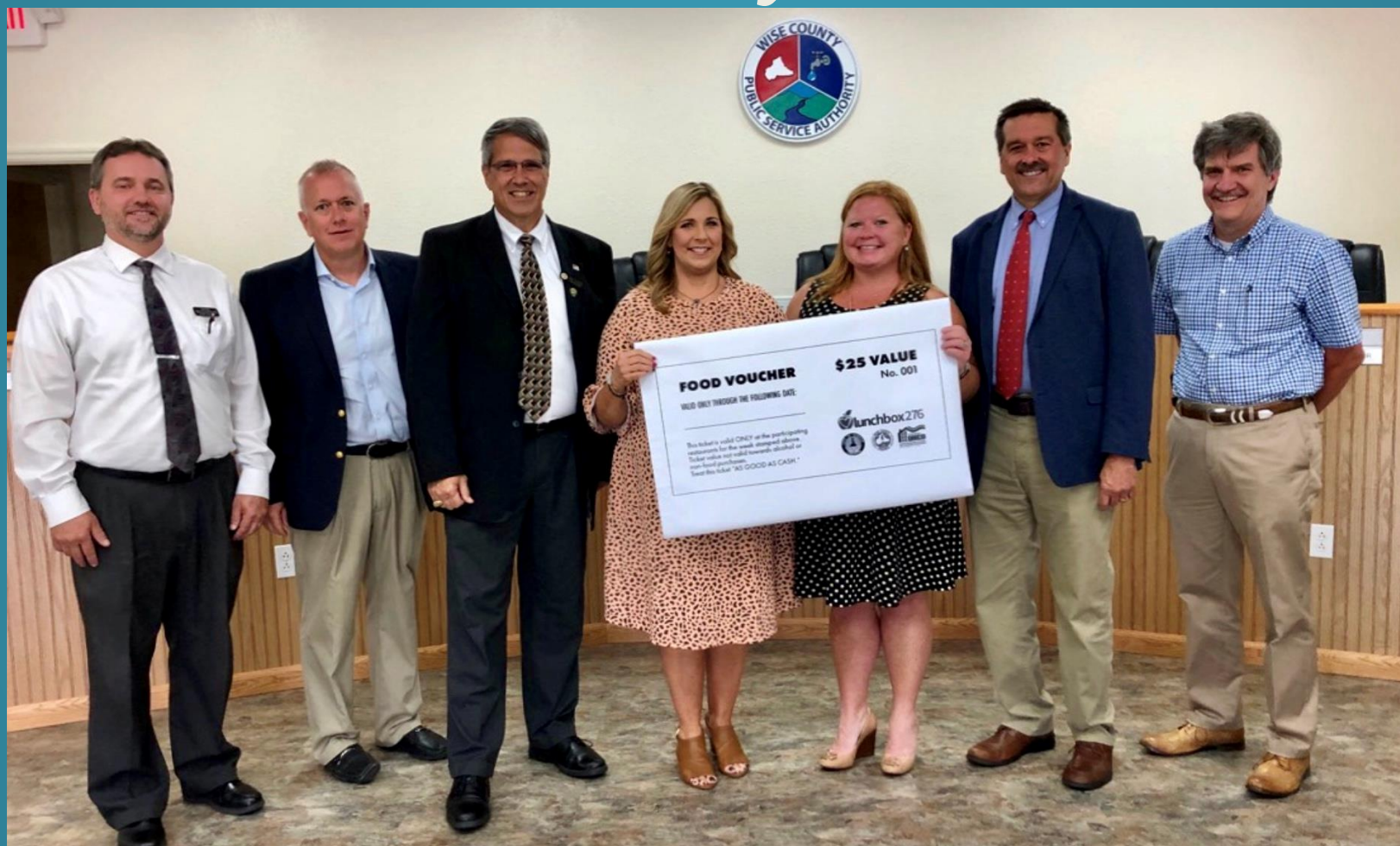
No. 001

VALID ONLY THROUGH THE FOLLOWING DATE:

This ticket is valid ONLY at the participating restaurants for the week stamped above.
Ticket value not valid towards alcohol or non-food purchases.
Treat this ticket "AS GOOD AS CASH."



The Easy Part



The Hard Part



Results after 20 weeks...

- 5208 Vouchers used
- \$154,005 of direct revenue for locally owned restaurants
- Over 15,000 meals provided
- 241.4 vouchers per week at \$25 each
- 317.4 voucher per week at \$40 each
- Currently in final 3 weeks of program



Challenges

- Establishing trust and credibility
 - With participants
 - With small locally-owned restaurants
- Keeping focused
- Learning & adapting along the way
- Two restaurants still permanently closed
 - One ranked in top 5 average vouchers per week
 - The other in the bottom 5



The BEST Part

“I just wanted to let you know that the last five weeks my little family has enjoyed more family time around dinner table than ever thanks to the vouchers! Whether it was Roma’s family lasagna around our own table or Crooked Road after practice, it was some of the best family time that we looked forward to each week. We tried a local favorite at Sugar Hill and realized they have the school mac and cheese. We waited for Woodbooger for a birthday celebration! We joined friends, who also had a voucher, at Reno’s and laughed and caught up for TWO hours! I just wanted to encourage you that these vouchers changed us! We are so grateful for your donors and their giving. You and them gave this family (who typically can only eat out on special occasions due to budget) some of the best memories around a table! As a single mom raising three kids and one with special needs, I’m usually the one cooking and what a treat it was to be able to not stress about providing the meal! You are an angel! I just wanted to tell you thank you!”



#StrongerTogether

Questions?

